

LEO BURNETT COMPANY, Inc.

Ad No. 2512--Kneeling Cowboy--Reg. No. 81084--Back Cover B/W--8½ x 3½--Horse Racing Programs, 1971 (A)

Printed in U.S.A.



Come to Marlboro Country.



Kings 20 mg "tar," 1.1 mg. nicotine—100's 22 mg "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Nov. '70